

Gifts for Everyone = = at Guggenheimer's

Just Two Blocks From The Parking Center - Lynchburg Virginia

Your Gifts Wrapped and Boxed

All Ready For Presentation
Bring your parcels to Guggenheimer's to have them fixed up in Christmas wrappings and mailed, also insured or registered if you wish. Counter conveniently located in the Basement. No charge for this service.

GUGGENHEIMER'S GIFT WRAPPING AND MAILING SERVICE BASEMENT

CHRISTMAS CANDIES

Guggenheimer's Candy Department offers such a number of delightful gift candy packages. Charming Sewing Basket to be filled with your selection of our candies, which are unfailingly fresh and delicious.

FOR THE CHILDREN

Hard candies, boxed or in sanitary sealed jars to go in little stockings - hard and chewy chocolates - lollipops.

CHRISTMAS NOVELTIES FOR TREE AND STOCKINGS

Snowman ornaments on Chocolate - Cornucopias, Firecrackers, Santas and Stockings filled with Mirror Pure Sugar Candies.

2 1/2 pound Assortment of Mirror Chocolates \$1.29 box.

Gifts for the Homemaker

An ideal gift to your home or to the home of a friend. Bridge lamps - complete at \$8.95. Hand decorated flouder lamps with silk shades at \$2.50.

Novelty Furniture

Decorated End Tables, Tilt Top Tables, Magazine Racks, Book Trays, Book Shelves, Unpainted Telephone Stands, Telephone Stands, Magazine Racks, Book Shelves.

Advice to Puzzled Ladies

What to Give Him
Hickok Belt Sets

Hickok Belts and Buckles have been endorsed by fashion and proven by time. They offer an almost unlimited choice, ranging in price from \$2.00 to \$25.00 a set.

THE NEW HICKOK "LIVE LEATHER" BELT \$3.50

An entirely new feature in belts, a belt that gives, that has an elasticity. Ideal for sports. In black and tan at \$3.50.

Socks

Socks of Rayon, Lisle, Silk and Lisle, Wool, Silk and Wool - from foreign and domestic markets. Featured in exclusive patterns - \$2.00 to \$4.00 a pair.

Ties

Ties that feature the newest materials, patterns and colors. Every one of our ties are wool lined and the better ones are all hand tailored. \$1.00 to \$5.00.

Men's Robes

Here is a collection, offers everything the home and comfort-loving man could want in a bath robe or lounging robe. Prices \$8.95 to \$35.00. As a special gift suggestion we recommend the Beacon Blanket Robe set - a fine comfortable, good-looking blanket robe with slippers to match - at \$10.00 a set.

ORIENTAL RUGS-SPECIAL

Oriental Scatter Size Rugs \$19.75
Hamadans-Boluchians-Prayer Rugs
Oriental Scatter Size Rugs \$59.75
Lillians-Sarouks-Saddle Rugs
In rich and mellow colorings.

Oriental Scatter Size Rugs \$79.50

Kashans-Sarouks-Lillians. This collection embraces a very wide variety and offers unusual value at \$79.50.

COOLIE COATS \$4.95 Values to \$10.95

Coolie coats in a wide variety of figured patterns and solid colors, hand blocked, representing values up to \$10.95, specially offered to holiday shoppers at \$4.95. In both light and dark colors.

Crepe de Chine Gowns \$4.95

This is a new shipment of gowns made of very fine quality crepe de chine in all the soft petal shades. They are tailored for the most part, and some are embroidered and some hemstitched. Square, round and V-necks. Regular \$6.00 values offered for a Christmas special at \$4.95.

For Comfort--Bedroom SLIPPERS \$4

Bedroom slippers are always a most acceptable gift-and they will be doubly so if they are selected from our groups in fine kid-black, red and blue, lined with satin in contrasting colors - or from the ones we are showing in satin, black satin with colored linings or white satin to be dyed any color without any extra charge.

PRETTY CHINA

Everybody Likes Pretty China. Dishes, plates, cups, saucers, vases, service plates, jardiniere and pitchers of beautifully decorated china are gifts that cannot go wrong. \$25 to \$50.00.

Waffle Sets \$4.95 Regularly \$6.95

Waffle Sets of imported earthenware, consisting of 6 plates, 6 cups, 6 saucers, a covered syrup pitcher and a covered batter pitcher, all attractively decorated-regularly \$6.95, special at \$4.95.

China Teapots in many shapes and designs \$1.50 to \$2.50.

Third Floor

Gift Hosiery From Guggenheimer's

The Place Where She Buys Her Own

Silk Stockings, especially silk stockings from Guggenheimer's, have an important place among the things women always want for Christmas. And there are silk stockings to fill every individual requirement-heavy silk, medium chiffon and very sheer chiffon, in all the shades of the season and in all sizes.

Gordon-Kayser-Gotham - "Lady Jane"

Belber Silk Stockings--A Luxurious Gift--\$3.75

Very fine gauge sheer chiffon stockings--all silk from top to toe--in subtly, but unquestionably correct, shades. \$3.75 a pair--in a gift box.

Gordon Silk Stockings Are Always Beautiful--\$2.00

Fine gauge sheer chiffon stockings of very clear weave--all silk throughout--with the graceful narrow heel and the attractive point toe. In all the famous Gordon shades--and in all colors. Put up in gift boxes, \$2.00 a pair.

Kayser's Chamoisette Gloves

A practical gift--of worth and distinction. Kayser's new Chamoisette Glove, styled to look like and to wear well--and they are washable. Just at this time the selection is unusually wide and varied. All sizes in the most desirable shades. \$1.00--\$1.50--\$2.00.

Gloves Of Kid or Capeskin

New gloves of Kid and Capeskin, from Perrin and Meyer--in slip-on, the new sports button, to solve every problem. Moderately priced at \$3.95.

Give Her A Smart Hand Bag

From Guggenheimer's

Our Bag Department offers an unusually wide selection of the new and correct. In bags--and the styles found here confined solely to us, enjoying thereby a sort of exclusiveness that is always to be desired.

A Bag of Antiquity--black or brown--of fine workmanship and styling, beautifully finished and fitted. \$5.95.

A Gift Bag to Carry With Assurance--\$5.95

A Bag of Antiquity--black or brown--of fine workmanship and styling, beautifully finished and fitted. \$5.95.

A Fitted Toilet Case Will Please Him--\$15

Toilet cases of fine black leather with complete fittings and leather lining. \$15.00.

Charming Gifts of Costume Jewelry

New, Correct--Smart--In Good Taste

A brilliant collection of new things, many of which have just arrived. Necklaces, bracelets, rings, pins, ear-rings--in blue, red, amber, rose and emerald--all the newest effects in costume jewelry, that plays so important a part in the smart costume of today. Packed in attractive gift boxes--\$1.00 and \$1.95. Others to \$15.00.

A Cigarette Lighter

The "Surrefin" Cigarette Lighter--in a leather or silver plated case--a dependable lighter, fully guaranteed. A Gift of Lasting Pleasure and Convenience. \$3.50 and \$5.00.

New Imported Beaded Bag

Only from France could come these beautiful beaded bags, with all the French beauty of design and workmanship, the French richness of fittings. In an interesting variety at \$4.95 to \$15.00.

PERSONALITY TOILETRIES

Gifts that say definitely, "I bought this for you, because to me it is you"--gifts that are expressive of a personality and selected for a personality. You will find them in the very large and varied collection of gift toiletries at Guggenheimer's.

Elizabeth Arden Beauty Box \$3.85

A gift having that suggestion of luxury that all women enjoy and appreciate in a gift. Elizabeth Arden's Venetian Toilet Preparation--a gift of beauty and grace--is a rare acquired box.

Parfume "Le Debut"

A new creation of the French Parfumeur. Presented in four delicate and alluring odors, the sophisticated Le Debut "Blue", the romantic Le Debut "Black", the dashing Le Debut "Vert", and the gay Le Debut "Blanc". \$3.75--\$7.50--\$12.00.

Dorothy Grey's New Vanity Case

A unique case, slim, light and compact, yet holding all make-up accessories--mirror, powder, rouge, lipstick, eye shadow, lipstick, tiny eyebrush and tweezers. The case comes in various fine leathers to harmonize with any costume. \$10.00 and \$12.50.

Atomizers--Perfume Bottles--A Pleasing Gift

Exquisite atomizers and perfume bottles imported from France. In unique and distinctive shapes cleverly painted and decorated. They are mostly just one kind, assuring an individual selection. \$1.00 to \$12.50.

A Gift Suite to Please a Man--Toiletries from Yardley

Yardley's toiletries from Old England--packed in a new gift package containing one wooden bowl of Yardley's Shaving Soap, one bottle of Yardley's Aftershave, one bottle of Yardley's Lotion for after-shaving. Men still like it. \$2.50. Yardley's Perfume Your Gifts with Yardley's Old English Lavender Sachet \$2.50 a package.

Practical Gifts for Baby

The Kind to Please Mother

Christmas for Baby resolves itself into a question of what will please mother most--A problem very easily satisfied in the infant Shop at Guggenheimer's.

Hand-made Baby Dresses \$1.00
Silk Baby Bonnets--Pink, Blue and White \$1.00 to \$2.00
Baby Kid Shoes \$1.00
Baby Blankets \$1.00
Baby Rompers--White and colors \$1.00

Baby Furniture

Wicker Wardrobe--ivory finished and hand decorated. Has 4 compartments \$12.95.
Play Pen--ivory enameled. Made with wooden floor and counting beads. Large size--\$12.95.
Crib--ivory enameled--\$22.50.
High Chair--ivory finished--have removable trays \$9.75.
Nursery Chair--ivory finished, equipped with counting beads, tray and commode--\$5.95.
Bath--ivory with dressing table and pockets--\$12.95.
Wicker Rockers in rose and green for the little tot--\$5.00.
Kiddy Cots--\$25.00.
Clothes Dryers--ivory enameled \$12.95.

Knitted Shawls

White, pink and blue. A gift that will prove very useful.

Mammoth Dolls

Animals, Mother Goose characters and dolls. The ideal baby gift. \$5.00 to \$5.00.

Baby Novelties

Carriage Cots, Silk Shoes, Mittens, Comb and Brush Sets, Bath Thermometers, Bath Sponges, Comb and Brush Sets, Feeding Bowls (with hot and cold water), Four-piece Toilet Sets, Nursery Sets, 8 jars and a glass tray.

Washable Wooden Toys

Rabbits, camels, goats, bears, cats, ponies, elephants and donkeys \$5c and \$1.00.

Boys' Wash Suits \$1.95

Wash suits that really wash. Flapper, double-breasted, novelty styles--in a large assortment of materials and colors. Sizes 2 to 9.

Children's Dresses \$1.95

Dresses of chambray, end of madras, broadcloth--in stripes and solids--with or without pants. For little girls 2 to 14.

Men's Silk Handkerchiefs--\$1.75

Very smart handkerchiefs for the breast pocket. Made of fine quality crepe in fancy and conservative designs.

Men's Initialed Handkerchiefs Box of 3 for \$1.00

Men's fine handkerchiefs of beautiful quality pure linen and block initials.

Women's Hand-made Handkerchiefs--\$1.00

Exquisitely dainty hand-made handkerchiefs of fine linen and georgette--in white and in colors, with white hand embroidery and contrasting colors, some edged with lace. An infinite variety from which to make charming selections.

FUR COATS

The Gift de Luxe Christmas Special

This special group at \$175 is made up of exceptional coats of Marmink, Hair Seal, Natural Muskrat, Brown Caracul (with Fox shawl collar), Pony (with Nutria collar and cuffs), Sealine (with Pointed Skunk collar and cuffs), Galland Squirrel (with Wolf collar and cuffs).

Fascinating SCARFS

Scarves are so gay, so bright, so colorful--whether they are the new Chanel long ones or those of the old-fashioned "scarf" type. Our designs and colors distinguish our present large selection, designed to meet the holiday requirements. \$2.95 to \$8.95.

All Linen Embroidered BRIDGE SETS

Beautiful hand embroidered linen sets with attractive designs and lovely designs in lovely colorings. Unusually value \$1.69 set. Attractively boxed. \$1.69.

LUGGAGE

Over Night Cases \$3.95
In black and tan \$19.75
Fine cases in black leather with genuine Pyralis fittings in green, blue, amber, and ivory.
Touros Cases \$8.95
A miniature wardrobe trunk combination of hat box and suitcase. The last word in convenience and compactness.

Practical Gifts for Baby

The Kind to Please Mother

Christmas for Baby resolves itself into a question of what will please mother most--A problem very easily satisfied in the infant Shop at Guggenheimer's.

Hand-made Baby Dresses \$1.00
Silk Baby Bonnets--Pink, Blue and White \$1.00 to \$2.00
Baby Kid Shoes \$1.00
Baby Blankets \$1.00
Baby Rompers--White and colors \$1.00

Baby Furniture

Wicker Wardrobe--ivory finished and hand decorated. Has 4 compartments \$12.95.
Play Pen--ivory enameled. Made with wooden floor and counting beads. Large size--\$12.95.
Crib--ivory enameled--\$22.50.
High Chair--ivory finished--have removable trays \$9.75.
Nursery Chair--ivory finished, equipped with counting beads, tray and commode--\$5.95.
Bath--ivory with dressing table and pockets--\$12.95.
Wicker Rockers in rose and green for the little tot--\$5.00.
Kiddy Cots--\$25.00.
Clothes Dryers--ivory enameled \$12.95.

Knitted Shawls

White, pink and blue. A gift that will prove very useful.

Mammoth Dolls

Animals, Mother Goose characters and dolls. The ideal baby gift. \$5.00 to \$5.00.

Baby Novelties

Carriage Cots, Silk Shoes, Mittens, Comb and Brush Sets, Bath Thermometers, Bath Sponges, Comb and Brush Sets, Feeding Bowls (with hot and cold water), Four-piece Toilet Sets, Nursery Sets, 8 jars and a glass tray.

Washable Wooden Toys

Rabbits, camels, goats, bears, cats, ponies, elephants and donkeys \$5c and \$1.00.

Boys' Wash Suits \$1.95

Wash suits that really wash. Flapper, double-breasted, novelty styles--in a large assortment of materials and colors. Sizes 2 to 9.

Children's Dresses \$1.95

Dresses of chambray, end of madras, broadcloth--in stripes and solids--with or without pants. For little girls 2 to 14.

Men's Silk Handkerchiefs--\$1.75

Very smart handkerchiefs for the breast pocket. Made of fine quality crepe in fancy and conservative designs.

Men's Initialed Handkerchiefs Box of 3 for \$1.00

Men's fine handkerchiefs of beautiful quality pure linen and block initials.

Women's Hand-made Handkerchiefs--\$1.00

Exquisitely dainty hand-made handkerchiefs of fine linen and georgette--in white and in colors, with white hand embroidery and contrasting colors, some edged with lace. An infinite variety from which to make charming selections.

PERSONALITY TOILETRIES

Gifts that say definitely, "I bought this for you, because to me it is you"--gifts that are expressive of a personality and selected for a personality. You will find them in the very large and varied collection of gift toiletries at Guggenheimer's.

Elizabeth Arden Beauty Box \$3.85

A gift having that suggestion of luxury that all women enjoy and appreciate in a gift. Elizabeth Arden's Venetian Toilet Preparation--a gift of beauty and grace--is a rare acquired box.

Parfume "Le Debut"

A new creation of the French Parfumeur. Presented in four delicate and alluring odors, the sophisticated Le Debut "Blue", the romantic Le Debut "Black", the dashing Le Debut "Vert", and the gay Le Debut "Blanc". \$3.75--\$7.50--\$12.00.

Dorothy Grey's New Vanity Case

A unique case, slim, light and compact, yet holding all make-up accessories--mirror, powder, rouge, lipstick, eye shadow, lipstick, tiny eyebrush and tweezers. The case comes in various fine leathers to harmonize with any costume. \$10.00 and \$12.50.

Atomizers--Perfume Bottles--A Pleasing Gift

Exquisite atomizers and perfume bottles imported from France. In unique and distinctive shapes cleverly painted and decorated. They are mostly just one kind, assuring an individual selection. \$1.00 to \$12.50.

A Gift Suite to Please a Man--Toiletries from Yardley

Yardley's toiletries from Old England--packed in a new gift package containing one wooden bowl of Yardley's Shaving Soap, one bottle of Yardley's Aftershave, one bottle of Yardley's Lotion for after-shaving. Men still like it. \$2.50. Yardley's Perfume Your Gifts with Yardley's Old English Lavender Sachet \$2.50 a package.

Practical Gifts for Baby

The Kind to Please Mother

Christmas for Baby resolves itself into a question of what will please mother most--A problem very easily satisfied in the infant Shop at Guggenheimer's.

Hand-made Baby Dresses \$1.00
Silk Baby Bonnets--Pink, Blue and White \$1.00 to \$2.00
Baby Kid Shoes \$1.00
Baby Blankets \$1.00
Baby Rompers--White and colors \$1.00

Baby Furniture

Wicker Wardrobe--ivory finished and hand decorated. Has 4 compartments \$12.95.
Play Pen--ivory enameled. Made with wooden floor and counting beads. Large size--\$12.95.
Crib--ivory enameled--\$22.50.
High Chair--ivory finished--have removable trays \$9.75.
Nursery Chair--ivory finished, equipped with counting beads, tray and commode--\$5.95.
Bath--ivory with dressing table and pockets--\$12.95.
Wicker Rockers in rose and green for the little tot--\$5.00.
Kiddy Cots--\$25.00.
Clothes Dryers--ivory enameled \$12.95.

Knitted Shawls

White, pink and blue. A gift that will prove very useful.

Mammoth Dolls

Animals, Mother Goose characters and dolls. The ideal baby gift. \$5.00 to \$5.00.

Baby Novelties

Carriage Cots, Silk Shoes, Mittens, Comb and Brush Sets, Bath Thermometers, Bath Sponges, Comb and Brush Sets, Feeding Bowls (with hot and cold water), Four-piece Toilet Sets, Nursery Sets, 8 jars and a glass tray.

Washable Wooden Toys

Rabbits, camels, goats, bears, cats, ponies, elephants and donkeys \$5c and \$1.00.

Boys' Wash Suits \$1.95

Wash suits that really wash. Flapper, double-breasted, novelty styles--in a large assortment of materials and colors. Sizes 2 to 9.

Children's Dresses \$1.95

Dresses of chambray, end of madras, broadcloth--in stripes and solids--with or without pants. For little girls 2 to 14.

Men's Silk Handkerchiefs--\$1.75

Very smart handkerchiefs for the breast pocket. Made of fine quality crepe in fancy and conservative designs.

Men's Initialed Handkerchiefs Box of 3 for \$1.00

Men's fine handkerchiefs of beautiful quality pure linen and block initials.

Women's Hand-made Handkerchiefs--\$1.00

Exquisitely dainty hand-made handkerchiefs of fine linen and georgette--in white and in colors, with white hand embroidery and contrasting colors, some edged with lace. An infinite variety from which to make charming selections.

PERSONALITY TOILETRIES

Gifts that say definitely, "I bought this for you, because to me it is you"--gifts that are expressive of a personality and selected for a personality. You will find them in the very large and varied collection of gift toiletries at Guggenheimer's.

Elizabeth Arden Beauty Box \$3.85

A gift having that suggestion of luxury that all women enjoy and appreciate in a gift. Elizabeth Arden's Venetian Toilet Preparation--a gift of beauty and grace--is a rare acquired box.

Parfume "Le Debut"

A new creation of the French Parfumeur. Presented in four delicate and alluring odors, the sophisticated Le Debut "Blue", the romantic Le Debut "Black", the dashing Le Debut "Vert", and the gay Le Debut "Blanc". \$3.75--\$7.50--\$12.00.

Dorothy Grey's New Vanity Case

A unique case, slim, light and compact, yet holding all make-up accessories--mirror, powder, rouge, lipstick, eye shadow, lipstick, tiny eyebrush and tweezers. The case comes in various fine leathers to harmonize with any costume. \$10.00 and \$12.50.

Atomizers--Perfume Bottles--A Pleasing Gift

Exquisite atomizers and perfume bottles imported from France. In unique and distinctive shapes cleverly painted and decorated. They are mostly just one kind, assuring an individual selection. \$1.00 to \$12.50.

A Gift Suite to Please a Man--Toiletries from Yardley

Yardley's toiletries from Old England--packed in a new gift package containing one wooden bowl of Yardley's Shaving Soap, one bottle of Yardley's Aftershave, one bottle of Yardley's Lotion for after-shaving. Men still like it. \$2.50. Yardley's Perfume Your Gifts with Yardley's Old English Lavender Sachet \$2.50 a package.

Practical Gifts for Baby

The Kind to Please Mother

Christmas for Baby resolves itself into a question of what will please mother most--A problem very easily satisfied in the infant Shop at Guggenheimer's.

Hand-made Baby Dresses \$1.00
Silk Baby Bonnets--Pink, Blue and White \$1.00 to \$2.00
Baby Kid Shoes \$1.00
Baby Blankets \$1.00
Baby Rompers--White and colors \$1.00

Baby Furniture

Wicker Wardrobe--ivory finished and hand decorated. Has 4 compartments \$12.95.
Play Pen--ivory enameled. Made with wooden floor and counting beads. Large size--\$12.95.
Crib--ivory enameled--\$22.50.
High Chair--ivory finished--have removable trays \$9.75.
Nursery Chair--ivory finished, equipped with counting beads, tray and commode--\$5.95.
Bath--ivory with dressing table and pockets--\$12.95.
Wicker Rockers in rose and green for the little tot--\$5.00.
Kiddy Cots--\$25.00.
Clothes Dryers--ivory enameled \$12.95.

Knitted Shawls

White, pink and blue. A gift that will prove very useful.

Mammoth Dolls

Animals, Mother Goose characters and dolls. The ideal baby gift. \$5.00 to \$5.00.